

Montgomery Launches Street Smart Program

News Release Date

05-01-2023



Street Smart NJ is a statewide public education, awareness and behavioral change campaign to address pedestrian safety.

To kick off the month, test your knowledge of [existing safety laws with this Street Smart survey](#). You could win a \$100 gift card for completing the survey.

Throughout the month the campaign aims to raise awareness of motorist and pedestrian laws and change the behaviors that lead to pedestrian and cyclist crashes and fatalities. With the assistance of the Greater Mercer TMA, we are working to spread the campaign to residents of Montgomery and those who visit our community. The statewide Street Smart NJ campaign is managed by the North Jersey Transportation Planning Authority (NJTPA). May is also National Bike Month, so we are using this opportunity to promote bicycle safety issues as well.

During the month of May we will display educational signs throughout the township, including our parks, that will serve as reminders of pedestrian, bike and driving safety tips. These include being aware of pedestrians, stopping for those crossing the street, sharing the road with bicyclists, putting down cell phones while driving and obeying speed limits in our community.

"We'll be enforcing pedestrian safety laws, making sure motorists are aware they must stop for pedestrians in the crosswalk, follow the posted speed limit and not become distracted while driving" said Captain Silvio Bet, Montgomery Township Police Director. "We'll also be reminding pedestrians to use crosswalks, cross at intersections and use the pedestrian signal buttons when available." Officers will also be conducting directed enforcement of speeding and distracted driving violations throughout the township.

In addition, Mayor Devra Keenan and the Township Committee have issued a proclamation naming May 2023 Pedestrian and Bike Safety Month in Montgomery, in hopes that this further raises awareness of important safety issues in the township and encourages all residents and visitors to be Street Smart.